

## CLAIMS

1/ A method of managing the operation of a mobile telephone in a telecommunications network, the method being of the type in which the mobile terminal is  
5 designed to operate selectively in a telephone call mode or in a navigator mode, and of the type in which display means, forming part of the mobile terminal or connected to the mobile terminal, are suitable for displaying a service data page formatted by a sequence of instructions  
10 in a language adapted to service data, the service data page giving access to at least one service, wherein a "preferred" mobile terminal operating mode is selected for implementing a service by incorporating a preferred mode selection instruction in the sequence of  
15 instructions for the service data page giving access to the service.

2/ A method according to claim 1, wherein the navigator mode uses wireless application protocol (WAP).  
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3/ A method according to claim 1, wherein the language adapted to service data is taken from the extensible markup language (XML) family, and in particular is wireless markup language (WML).  
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4/ A method according to claim 2, wherein the language adapted to service data is taken from the extensible markup language (XML) family, and in particular is wireless markup language (WML).  
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5/ A method according to claim 1, wherein the language adapted to service data is hypertext markup language (HTML) or a language derived therefrom.

6/ A method according to claim 2, wherein the language adapted to service data is hypertext markup language (HTML) or a language derived therefrom.  
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